

Apr 17

Entering its Second Decade of Service to the Industry

**SUMMER
CONSUMER
ELECTRONICS SHOW**



**JUNE 5-6-7-8, 1977, CHICAGO
McCORMICK PLACE/
McCORMICK INN**

THE PEOPLE

Over 650 Exhibitors will display the latest consumer electronic products to over 40,000 retailers, sales representatives, distributors, importers and manufacturers.

THE PRODUCTS

Products on display will include the new 1978 lines of television, radios, audio systems, tape equipment, electronic watches and calculators, citizens band radio accessories, telephone answering devices, electronic security systems and accessories.

THE PROGRAM

CES Conferences will be held on television, TV Games, video systems, audio systems, citizens band radios, electronic calculators and watches.

SOCIAL HIGHLIGHT

The Summer CES Champagne Party will celebrate the 100th Anniversary of the Phonograph, and the 30th year of commercial television.

**THE CONSUMER ELECTRONICS SHOW IS THE WORLD'S
LARGEST TRADE SHOW DEVOTED EXCLUSIVELY TO
CONSUMER ELECTRONIC PRODUCTS**

FOR THE TRADE ONLY

THESE SUMMER CES E

Welcome You To The Industry's

A AAL Speaker Systems
 Accent Electronics Fabricators
 Acoustat Company
 Acoustat Corporation
 Acoustic Fiber Sound Systems, Inc.
 Acoustical Manufacturing Company, Ltd.
 Acoustic Research
 Acousticolor Inc.
 Acousti-Phase
 Acoustique 3A International Inc.
 Action LeatherCraft
 ADC
 Ad-Com
 Advance Transistor Company
 Advance Watch Company, Ltd.
 Advertising Products International
 Aero Products Research Inc.
 Aimor Corporation
 Aiwa International Corp./
 Meriton Electronics
 Akai America, Ltd.
 Alaron Inc. (B&B-Import/Export)
 Allison Acoustics
 Almotronics, Div. of Almo
 Electronics
 Altec Sound Products Division
 Amco Electronics
 American International Sound
 Products
 American Lighting Spec/A-L-S
 American Recorder Company
 American Telecommunications
 Corporation
 American United City
 Company, Inc.
 Ampersand Division Ampco
 Industries, Inc.
 Ampex
 Ampro
 Amtron Video Corporation
 Amutech Ltd.
 Analogue Systems, Inc.
 Antenna, Incorporated
 Antenna Specialist Co., The
 Antenna Systems Corporation
 APF Electronics
 Apex Records
 Appollon Designs, Inc.
 Arista Enterprises, Inc.
 Arizona Digital Corporation
 Arkota Industries, Inc.
 Arrow Trading Company, Inc.
 Arvin Industries, Consumer
 Electronics Div.
 Aspen Limited
 Astar Trading Corporation
 A.T. & T. Western Electric
 Atari Inc.
 Audio International Inc.
 Audio Pulse, Inc.
 Audioanalyst, Inc. Ram Audio
 Systems, Inc.
 Audiomagnetix Corporation
 Audio-Technica U.S., Inc.
 Audiovox
 Audiatc, Limited
 Aurora Sound International
 Automatic Radio
 Automating Corporation
 Automotive Concept Enterprises
 Autotronics, Inc.
 Avanti
 Avid Corporation
 Avon Electronics Company

B Ball Corporation
 Bally Manufacturing Corporation
 BASF Systems
 Bearfinder, Incorporated
 Bertagni Electroacoustic
 Systems, Inc.
 BGW Systems
 Bigston Corporation U.S.A.
 Bolivar Speaker Works
 Boman Industries
 Book Publishing Company, The
 Bowmar

Bozak Incorporated, R.T.
 BPI
 Breaker/Hallcrafters
 British Consulate General
 British Industries
 BRK Electronics
 Brother International Corp.
 BSR/USA Ltd.
 Bush Industries
 Business Machine Corporation

C Calfax, Inc.
 California Qualitron
 Canon U.S.A. Inc.
 Capehart Corporation
 Capitol Magnetic Products
 Car Tapes, Inc.
 Carter Corporation
 Casio, Inc.
 Century Projection Systems, Inc.
 Century Systems, Inc.
 Certron Corporation
 Cerwin - Vega
 Channel Master
 Chelco Sound Inc.
 China External Trade Development
 Council
 Cibco Corporation
 Cizek Audio Systems
 Clarion Corporation of America
 Clifford Industries, Inc.
 Cobra Communications/Dynascan
 Corporation
 Colar Systems
 Coleco Industries, Inc.
 Colt Communications Incorporated
 Columbia Magnetics/CBS
 Comm Industries
 Community Electronics Industries
 Components Specialties Inc.
 Compucolor Corporation
 Concept 2000
 Concept Enterprises, Inc.
 Conic International Inc.
 Consolidated Marketing
 International
 Contemporary Marketing
 Control Sales
 Copal Corporation of America
 Coreco
 CPD Industries, Inc.
 Creative Environments Inc.
 Creative Marketing Corporation
 Crown International, Inc.
 Crystal Clear Records, Inc.
 Crystals Unlimited Inc.
 Cue Electronics Div. of Compass
 Electronics
 Cummins Enterprises, Inc.
 Custom Case Manufacturing
 Corporation
 Cyclops Products Inc.

D Dagher International Electronics Ltd.
 Data Magnetix Corporation
 Data Packaging Inc.
 Daval Company
 Daytron
 DB Systems
 Dealer Service Center, Inc.
 Decora Industries, Inc.-Data Display
 Systems
 Decoro Products, Inc.
 DeJax Corporation
 Design Acoustics, Inc.
 Devon
 Digital Concepts Corporation
 Digital Sport System
 Discwasher Group of Companies
 Dokorder, Inc.
 Dorchester Electronics Limited
 Duotone Company, Inc.
 Dyn Electronics
 Dynamic Electronics Corporation
 Dynamic Instrument Corporation
 Dynaco, Inc.
 Dyusa International, Inc.

E Eastern Industrial Corporation
 Ebra Products
 Economic Swiss Time Inc.
 Electra Company, Div. Masco Corp.
 of Indiana
 ERC (Electra Radio Corporation)
 Electro Brand, Inc.
 Electro-Voice, Inc.
 Electrolet, Inc.
 Electronic Industries, Inc.
 Electronic Readout Systems, Inc.
 Electrowave International
 Elpa Marketing Industries, Inc.
 Emerson Radio
 Empire Machines & Systems, Inc.
 Empire Scientific Corporation
 Empire Ultrasonics Ltd.
 Enterpar California
 Enterprex International Corporation
 Epicure Products Inc.
 Epitome-Third World Sound, Inc.
 Equasound Corporation
 E.S.S. Jusa
 Esselte Products Inc.
 Etelac

F Fairchild Consumer Products
 Fanon/Courier Corporation
 Fantasia Calculator Corporation
 Far Eastern Research Laboratories, Inc.
 Federal Transistor Company
 Fidelitone, Inc.
 Fidelity Electronics, Ltd.
 Fieldmaster Radio Corporation
 Fire Bird Sales Company
 Fisher Corporation
 FM Acoustics Ltd.
 Fold-A-Fone
 Ford Industries
 Fortune Star Products
 Fosgate Electronics
 Fournier Stands Mfg. of Canada Ltd.
 Frazier Incorporated
 Fried Trading Company
 Frontier, Inc.
 Fuji Photo Film, USA, Inc.
 Audio Tape Div.
 Full Spectrum Research
 Fulton Electronics

G Gamber-Johnson, Inc.
 GBL, Incorporated
 GC/Speedex Electronics
 Gemtronics, Div. of Gem Marine
 Products
 General Home Products Corporation
 General Music Corporation
 Gillespie & Thorn
 Gimix, Inc.
 G.L.I. Company
 Good Buddy Products
 Grafyx Audio Products, Inc.
 Gran Prix Electronics
 G.S. International
 GTE Automatic Electric
 GTE Sylvania
 G.T.R. Products, Inc.
 Gusdorf & Sons, Inc.
 Gusto Records, Inc.

H Hagerstown Leather Goods Company
 Hanabashiya Limited
 Handic U.S.A., Inc.
 Harada Industries of America
 Harman-Kardon
 Hartley Products Corporation
 Hartzell
 Henica Electronics Co. of America
 Herald Electronics
 Hitachi Sales Corporation of America
 HM Electronics Inc.
 Hong Kong Trade Development
 Council
 Horian Enterprises, Inc.
 Hy-Gain Electronics

Ibico, Inc.
 IMF Electronics, Inc.

IMS Corporation
 Infinity Systems
 Inland Dynatronics, Inc.
 Innovative Time
 Intermark World Products Ltd.
 International Antex, Inc.
 International Audio, Inc.
 International Merchandising Inc./
 Hanimex
 Itera Limited
 Interstate Industries

J Janszen Electrostatic
 Janus Industries Inc.
 Jasco Products Company
 JBL
 Jennings Research Inc.
 Jensen Sound Laboratories
 Jerrold Electronics
 J.L.L. Corporation of America, Inc.
 JMR Systems Corporation
 Johnson, E.F. Company
 Joyner, Ed & Company
 JSB International Inc.
 Jupiter Time Corporation
 JVC America, Inc.
 JVC Industries

K Katone Corporation
 Keith Ian Company
 Kelso Imports, Inc.
 Kendale Technology Corporation
 Kenwood Electronics Inc.
 Kingspoint Corporation
 KIH Research & Development
 Corporation
 Kolin Industries, Inc.
 Korea Trade Center
 Kosmos International
 Koss Corporation
 Kotana, Inc.
 Kraco Enterprises, Inc.
 Kris, Inc.
 Krypton Electronics, Inc.
 Kustom Kreations, Incorporated
 Kyber Corporation
 Kyowa America Corporation

L Lake Communications Inc.
 L.A.S. Electronics East Inc.
 Le-Bo Products Company, Inc.
 Leever Brothers Company
 Leisurecraft Products Limited
 Lenart Ltd., Inc.
 Libin & Associates
 LJN Limited
 Lloyd's Electronics Inc.
 LTC Corporation
 L.T.L. Electronics, Inc.
 LTM Communications
 Lux Audio of America, Ltd.

M Magnadyne Corporation
 Magnavox Consumer Electronics
 Company
 Marcel Watch Corporation
 Marsand Industries, Inc.
 Martin Speakers
 Mason Camera & Electronics
 Corporation
 Matrexs Industries
 Mattel Electronics
 Maxell Corporation of America
 Maxxima Electronics Corporation
 Maytronics Group, Inc. The
 Medallion Div., Midland Int'l.
 Memorex Corporation
 Mercury Radio & Battery Corporation
 Mesa Corporation
 Metro Sound
 Micro-Acoustics Corporation
 Microelectronics Systems Corporation
 Microma, Inc.
 Microsonic Corporation
 Microwave Filter Company
 Midex System (Div. of Solfan
 Systems, Inc.)
 Midland International Corporation

EXHIBITORS

s Total Marketplace

Midwest Electronics Inc.
Miida Electronics Inc.
Mika Overseas Corporation
Miner Industries
Mintronix Inc.
Monaco Enterprises, Inc.
Monitor Audio Limited
Morse Electro Products Corporation
Motorola Inc.
Mura Corporation
Mustang Electronics
MXR Innovations, Inc.

National Electronics & Watch Company
National Semiconductor Corporation
National Trade Corporation
NCC Commander
Neosonic Corp./Polydax Speaker Corp.
Nesco Radio
Newport of Japan Radio Corporation
Newtronics Corporation
Nikko Electronics Corporation of America
Northern Telecom
Nortronics Company, Inc.
Nova Electronics Export
Numark Electronics
Nuvox Electronics

Odyssey by Magnavox
OHM Acoustics Corporation
Olivetti
Olympia U.S.A.
Olympus Electronic Co., Ltd.
Omex Products Ltd.
On Guard Corporation of America
One-Up Inc.
Onkyo U.S.A. Corporation
Onyx Telephone Center Company
Optonica (Sharp Electronics)
Orovox Sound Company
O'Sullivan Industries, Inc.
Otari Corporation

Pacific Accessory Corporation
Panasonic Company
Panasonic Corp. (Car Audio Special Product Div.)
Panorama Radio & Electronics
Parenthian Industries
Parker Brothers
Parks Wood Products
Pathcom Inc.
Patson Electronics, Inc.
Pearce-Simpson Div. of Gladding Corporation
Peerless Vid-Tronic Corporation
Peymac, Inc.
Pfanstiehl Chemical Corporation
Philips High Fidelity Laboratories
Phone Devices Corporation
Phone-Mate, Inc.
Phono-Sonic
Pickering & Company, Inc.
Pioneer Electronics of America
Plessey Consumer Products (Garrard)
PRB Industries, Inc.
President Electronics Inc.
Pride Electronics
Progress, Inc.
Pro Sports Marketing, Inc.
Pyramid Industries

Quadronics
Quasar Microsystems, Inc.
Questor Education Products Company

Raider Corporation
Ram Audio Systems Inc.
Ramson Trading Company, Inc.
Randix Industries Limited
Rank Audio Visual Limited
RCA Distributor and Special Products Div.
Recotron
Record A Call (T.A.D. Avanti)
Record Wide Distributors, Inc.
Rectilinear Research Corporation

Reference Monitor International
Regency Electronics Inc.
Reylon Products Corporation
Roban International
Roberts Electronics
Robins Industries Corporation
Rocket Products
Rofonics Div. Rogers Foam Corporation
Rotel of America, Inc.
Rovafone Corporation, The
Royal Sound Company, Inc.
Royal Typewriter Company
Royce Electronics
Roxey Limited
R.P.I. Inc.
RTR Industries, Inc.
Russound

S & A Electronics/Div. of Scott & Fetter Co.
SAE Electronics
Samdo Trading Company, Ltd.
Samm Electronics Corporation
Sampo
Samsonite Trading Company, Inc.
Sankyo Seiki (America) Inc.
Sansui Electronics Corporation
Santo Electronics
Santron Electronics
Sanyo Electric Inc.
Sanyo Electric Inc.
Home Appliance Div.
SAS Electronics
Satin Company Ltd.
Saxton Products-North American Electronics
SBE, Inc.
Scarborough Laboratories
Schneider Inc.
Scott, H.H. Inc.
Screamin Demon Products Company
Seal-O-Matic Corporation
Sega Enterprises, Inc.
Se-Kure Controls, Inc.
Sennheiser Corporation
Sennheiser Electronic Corporation (NY)
Sensor/Micro Display Systems, Inc.
Sequerra Company, Inc. The
Service Manufacturing Co., Inc.
Setton International Ltd. (U.S.)
Shakespeare Company
Shark Electronics
Sharp Electronics Corporation
Sharp International
Sherwood Electronic Laboratories, Inc.
Shmegg Electronics
Shure Brothers Incorporated
Simpson Electric Company
Sinclair Radionics
Singapore Trade Office
Solar Sound Systems
Solitron Devices Incorporated
Soma Manufacturing Company
Sonic Energy Systems
Sonic International Corporation
Sonic Systems
Sonic Systems, Inc.
Sony Corporation of America
Soundcraftsmen
Soundesign Corporation
Soundmusic Products/Div. of Elkod Corp.

Sound Technology
SST South Shore Trading Corporation
Sparkomatic Corporation
Spearsonic
Spectro Acoustics, Inc.
Spico Electronics, Div. Sperling Products
Standard Communications Corporation
Sterling Hi-Fidelity, Inc.
Stewart, Lynn Company
Stradovarius
Strum & Drum Division
Summit Enterprises

Superex Electronics Corporation
Superscope Inc.
Super Screen Television, Inc.
Surveyor Manufacturing Industries
Sutton Import-Export Corporation
Switchcraft Inc.

Tamon Audio Corporation of America
Tamura Electric Corporation, U.S.A.
Tatung Company of America, Inc.
TCA, Incorporated
TD Manufacturing Company
TDK Electronics
Teac Corporation of America
Teal Industries
Technical Corporation
TEI Electronic Products Division
Telco Products Corporation
Teleconcepts, Inc.
Telephone Company, Inc.
Tenna Corporation
Tennelec, Inc.
T.E.S.T., Incorporated
Texas Instrument
3M Company-Magnetic Audio/Video Div.
Time Trends Ltd.
Topp Electronics-Juliette
Toyomenka (America) Inc.
Tram/Diamond Corporation
Trans Continental Engineering, Inc.
TRS Sales, Inc.
TSS Sound Systems
T.T. Systems Corporation
Turner Division-Conrac Corporation
TZL International Corporation

UIT Precision Company
Ultralinear Loudspeakers/Div. Solar Audio Inc.
Umtech Inc.
Unelco Electronics Corporation (Astrex)
Unisonic Products Corporation
United Acoustics Manufacturing Corporation
United Audio Products, Inc.
United Electronics International Inc.
United Radio/Scout
U.S. Pioneer Electronics Corporation
Unित्रex of America
Universal Security Instruments, Inc.
Universal Sign Systems, Inc.
Uranus Electronics, Inc.
Utah Electronics

Valor Enterprises, Inc.
Vanco-Chicago, Inc.
Vanity Fair Industries, Inc.
Vendetta Corporation
Venture Electronics
Veritas Electronics Corporation
Video Industries Corporation
Videomaster Ltd.
Visonik of America, Inc.
Vor Industries

Walco Electronics Co.
Wald Sound, Inc.
Walker Transducing Systems, Inc.
Weatheralert
Weltron Company
Westclox
Wholesale Packaging Supplies
Windert Watch Company
Windsor Industries, Inc.
Wittman International
Wood Specialty Products Inc.
World Marketing Corporation
World Wide Systems Company Ltd.

Yamaha Audio Division
Yorx Corporation

Zeepea Instruments Limited

(Exhibitors as of April 1, 1977)



Hotel / Motel Rates

HOTEL/MOTEL

- (1) Allerton Hotel
- (2) Ambassador East
- (3) Ambassador West
- (4) Ascot House
- (5) Astor Towers Hotel
- (6) Avenue Motel
- (7) Bismark Hotel
- (8) Blackstone Hotel
- (9) Conrad Hilton Hotel
- (10) Conrad Hilton Towers
- (11) Continental Plaza
- (12) Drake Hotel
- (13) Essex Inn
- (14) Holiday Inn — Chicago City
- (15) Holiday Inn — Downtown C
- (16) Holiday Inn — Lake Shore D
- (17) Holiday Inn — Mart Plaza
- (18) Howard Johnson
- (19) Hyatt Regency Chicago
- (20) Lake Shore Club
- (21) Midland Hotel
- (22) Oxford House
- (23) Palmer House
- (24) Pick Congress
- (25) Playboy Towers Hotel
- (26) Sheraton Chicago
- (27) 21 East Chestnut
- (28) Whitehall Hotel

Rates are subject to change.
Add 6.1% Chicago & Illinois Hotel C

Free Badge of Admission



go City Center
town Chicago
Shore Drive
Plaza

Please refer to list of hotel rates and hotel locations on the panel to the left

PLACE
STAMP
HERE

CONSUMER ELECTRONICS SHOW
One IBM Plaza
Suite 3626
Chicago, Illinois 60611

PLACE
STAMP
HERE

CONSUMER ELECTRONICS SHOW HOUSING
c/o Chicago Convention & Tourism Bureau
332 S. Michigan Avenue
Chicago, Illinois 60604

Show Dates & Hours

Sunday, June 5 10 am - 6 pm
Monday, June 6 9 am - 6 pm
Tuesday, June 7 9 am - 6 pm
Wednesday, June 8 9 am - 3 pm

Schedule of Events

SUNDAY, JUNE 5, 1977

9:00 AM—10:00 AM **CES DISTRIBUTION CONFERENCE**
Co-sponsored by the EIA/Consumer Electronics Group
and Electronic Representatives Association (ERA)
(8:30 AM Complimentary Continental Breakfast)

10:00 AM— 6:00 PM **CES EXHIBITS OPEN**

MONDAY, JUNE 6, 1977

9:00 AM— 6:00 PM **CES EXHIBITS OPEN**

9:00 AM—11:30 AM **CES AUDIO CONFERENCE**
(8:30 AM Complimentary Continental Breakfast)

9:00 AM— 9:30 AM Keynote Address: Federal Communications
Commission
Presentation: A Profile of CB Purchasers
(Time Magazine)

9:30 AM—10:30 AM **CES CITIZENS BAND RADIO PANEL**
Six industry manufacturer executives with audience
participation

10:30 AM—11:30 AM **CES AUDIO SYSTEMS PANEL**
Six industry manufacturer executives with audience
participation.
Co-sponsored by the EIA/Audio Division and the
Institute of High Fidelity (IHF)

TUESDAY, JUNE 7, 1977

9:00 AM— 6:00 PM **CES EXHIBITS OPEN**

9:00 AM—11:30 AM **CES VIDEO CONFERENCE**
(8:30 AM Complimentary Continental Breakfast)

9:00 AM— 9:30 AM Keynote Address: Federal Trade Commission

9:30 AM—10:30 AM **TELEVISION/TV GAMES PANEL**
Six industry manufacturer executives with audience
participation

10:30 AM—11:30 AM **VIDEO SYSTEMS/PROJECTION TV PANEL**
Six industry manufacturer executives with audience
participation.

4:30 PM— 6:00 PM **CES CHAMPAGNE PARTY**
(In all exhibit areas)

WEDNESDAY, JUNE 8, 1977

9:00 AM— 3:00 PM **CES EXHIBITS OPEN**

9:00 AM—10:00 AM **CES CALCULATOR AND WATCH
CONFERENCE**
(8:30 AM Complimentary Continental Breakfast)
Six industry manufacturer executives with audience
participation.

TED NELSON
SYSTEMS CONSULTANT
T NELSON
BOX 3
SCHOOLLEY MT, NJ 07870

McCormick Place/McCormick Inn
CHICAGO

JUNE 5-6-7-8, 1977

CONSUMER
ELECTRONICS
SHOW

11th ANNUAL



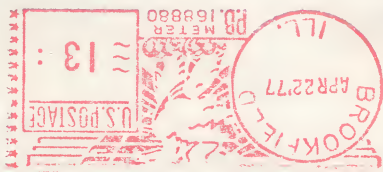
to the

You are cordially invited

CONSUMER ELECTRONICS SHOW



One IBM Plaza
Suite 3626
Chicago, IL 60611
312/321-1020



The Largest Trade Show in the World Devoted Exclusively to Consumer Electronics Products

Presenting
a new focal point for
Audio Products



McCormick Inn
(Adjacent to McCormick Place)

125 Exhibit rooms and hospitality
suites devoted exclusively to audio
component systems.

Visit The
**CONSUMER
ELECTRONICS
SHOW**

**design and
engineering
exhibition**

a selection of the industry's most
innovative products for 1978.
Room F Lobby Level

You are cordially invited
to attend the celebration of the
100th anniversary of the phonograph
and the 30th year of
commercial television



**Champagne
Party**

In all the exhibit areas

Tuesday, June 7, 1977
4:30 - 6:00 pm

THE CONSUMER ELECTRONICS SHOW IS SPONSORED, PRODUCED AND MANAGED BY THE EIA/CONSUMER ELECTRONICS GROUP